

# VCI-Group Alliance Member Rules of Engagement

The Alliance Program has been established to strengthen the relationship between the Visual Communications Industry Group (VCI-Group) and its Alliance Member companies.

Alliance members are accountable to the eligibility requirements and Rules of Engagement stated herein for the entirety of their one-year membership term. These Rules of Engagement include adherence to the VCI-Group Bylaws regarding Membership (see excerpt below). Alliance Members will be invited to renew their membership each year only if they still meet all eligibility requirements.

## 1. Membership Criteria

### VCI-Group Bylaws Section III.1.5 Alliance Membership Criteria

This membership class shall be open to resellers, integrators, manufacturers and consultants, collectively known as Alliance Members, who:

- a) Supply collaboration technologies products and/or services, or
- b) Supply complementary products and/or services.

### VCI-Group Bylaws Section III.2.1 Membership Application

Applications for User and Alliance Membership status must be reviewed and endorsed by the Membership Committee and be approved by The Board.

## 2. VCI-Group Alliance Member Pledge

Upon fulfillment of all the requirements compliance with the following pledge is mandatory:

“It is our pledge as an Alliance Member of the Visual Communications Industry Group to provide high quality conferencing products, peripherals and services. We promise to offer the VCI-Group members an outstanding balance of value, services, information and cooperation. We commit to conduct our business responsibly without compromising honesty and integrity. We recognize that our success is driven by our commitment of superior customer satisfaction to this elite group of select companies and to the industry as a whole.”

## 3. Individual Representation

- a. As an Alliance A or B Member company, you are able to list up to twenty individual members from the same company in the VCI-Group database (1 primary and 19 secondary contacts). This allows more of your company’s employees to stay up-to-date by receiving invitations to our Brown Bag Sessions, VCI-Group News distributions, Annual Conference updates and much more!
- b. The Alliance Primary contact should review the individual member list and provide the VCI-Group office with updates on a quarterly basis to ensure that the appropriate company representatives are receiving pertinent and up-to-date VCI-Group information.
- c. Individual members may register, attend, and/or volunteer at all VCI-Group activities, in a non-voting capacity.
- d. An individual member representative may not serve on a committee or actively participate in any public capacity (i.e., speak, volunteer, etc.) if they are directly or indirectly involved in a competitive business with Visual Communications Industry Group (e.g., has an interest in a competitive company or sits on the board).

## 4. Event Code of Conduct

This event code of conduct applies to Brown Bag meetings, Special Interest Group Meetings, the VCI-Group Annual Conference and all other VCI-Group virtual and in-person meetings and events.

Alliance members have the opportunity to participate in VCI-Group events as a sponsor, exhibitor, and/or presenter. During VCI-Group events, Alliance Members can interact and develop relationships with key customers and prospects, learn about upcoming opportunities, identify user requirements, obtain valuable exposure for their products and services with major buyers and decision makers, demonstrate knowledge of issues and industry leadership, and influence customer behavior.

- a. VCI-Group events are designed to foster "peer" relationships, to enable both users and vendors to come together under a common banner to influence the direction of the conferencing/collaboration industry.
- b. VCI-Group Alliance company representatives may not actively or openly solicit to members at VCI-Group Membership meetings/events (e.g., Annual Conference, SIGs, etc.). Although VCI-Group events often provide an opportunity to market Alliance Member products and services, professional decorum should be exercised at all times in order to ensure that VCI-Group Alliance member participation is an enhancement to, not a competition or detraction from the annual conference.

- c. In order to participate in any VCI-Group event, an individual must be employed by a current Alliance Member company and must be one of the 20 individuals listed as company members or be listed as a substitute for one of these individuals. Alliance members who are not exhibitors or sponsors at events that provide opportunities to exhibit or sponsor may not discuss their products or services or provide company literature in the exhibit hall.
- d. The VCI-Group Annual Conference Exhibit Hall provides exhibitors the opportunity to demonstrate their products and services and meet one-on-one with customers.
- e. VCI-Group event sessions are noncommercial forums. Individuals should refrain from using brand names and specific product endorsements. Under no circumstances should the Association's podium be used to promote a product, service, or monetary self-interest. Presenters must refrain from making any statement that disparages the rightful dignity and social equity of any individual group.
- f. Showcase Theater Presentations provide an opportunity for VCI-Group Alliance members to present information about their products and services to VCI-Group members at the VCI-Group Annual Conference. Although these sessions provide a unique and valuable opportunity to build awareness, the information provided must be useful and educational rather than promotional. There are a limited number of Showcase Theater sessions available each year and they are awarded to VCI-Group Conference Sponsors based on availability and level of sponsorship.

**5. VCI-GROUP User Membership Database**

If you have chosen the \$2,000 Class A level membership category, you may request the VCI-Group membership database list up to four (4) times per year. The list includes name and mailing address or e-mail address (phone numbers will not be included). The database is sent to Alliance members at their request. The following guidelines must be complied with to continue enjoying the privileges that Alliance Membership has to offer:

- a. The membership list may not be sold, transferred or provided to any company, organization or individual without the written consent of the Visual Communications Industry Group President.
- b. Marketing materials such as mailings or emails must be sent to the VCI-Group Office for review prior to your receipt of the mailing list.
- c. Contact VCI-Group to receive an updated list each time that you plan to send out an announcement to the VCI-Group membership list.
- d. Preserve the integrity of the membership list (e.g., the VCI-Group membership list may not be merged into the Alliance Member Company's marketing database, sold, rented or given to another company or individual).
- e. Limit use of membership list to four (4) distributions per membership year.
- f. All marketing e-mail blasts/distributions must have an "unsubscribe" feature.
- g. Ensure that at least one conference and/or membership promotional message is sent to Alliance Member's marketing distribution lists.